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GEOGRAPHICAL ASPECTS OF INTERNATIONAL COOPERATION IN TOURISM OF UZBEKISTAN

Annotation: The article examines the geographical aspects of cooperation in the use of resources and potential of Uzbekistan in the development of tourism, ancient architectural monuments, masterpieces of Uzbek culture, ancient mountains, cities-witnesses of three-thousand-year-old human civilization, unique nature - in attracting tourists from all over the world.

Key words: tourism, resource, cooperation, geographical aspect, authority.

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ГЕОГРАФИЧЕСКИЕ АСПЕКТЫ МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА В СФЕРЕ ТУРИЗМА УЗБЕКИСТАНА

Аннотация: В статье рассмотрены географические аспекты сотрудничества в использовании ресурсов и потенциала Узбекистана в развитии туризма, древние архитектурные памятники, шедевры узбекской культуры, древние горы, города-свидетели трехтысячелетней человеческой цивилизации, уникальная природа – в привлечения туристов со всего мира.

Ключевые слова: туризм, ресурс, сотрудничество, географический аспект, авторитет.

Uzbekistan has all the necessary resources and potential for tourism. Ancient architectural monuments, masterpieces of Uzbek culture, ancient mountains, cities witnessing three thousand years of human civilization, our unique nature - all this attracts thousands of tourists from all over the world. With the initiative of the President of Uzbekistan Shavkat Mirziyoyev, all sectors of hotel management and tourism infrastructure have developed consistently, new directions have been developed, modern hotels have been built, and network infrastructure has been further expanded.

The cooperation of the Republic of Uzbekistan with the countries of the world in the tourism industry, which is an important direction of the economy, is also developing. According to the State Customs Statistics Committee, 963,500 tourists visited Uzbekistan in 1997, 710,500 in 1998, and 486,800 in 1999. According to industry experts, the number of tourists who came to Uzbekistan in 2023 was 5.3 million, of which 5 million. CIS countries, and 325,000 were contributed by foreign countries. So, we can see that the reforms carried out in this field have had a positive effect, and the number of tourists visiting Uzbekistan has increased almost tenfold in a short fifteen years.[1]

According to industry experts, more than 1 billion 300 million people travel around the world every year. Most of the tourists go to countries like France, USA, Spain, Turkey, Japan, China. An increase in the flow of tourists will bring great benefits to the country's budget. For example, the Japanese government earns 343 billion US dollars a year from tourism, and Turkey earns 54,3 billion US dollars.[2]

The reforms implemented in recent years are bearing fruit in Uzbekistan. We can see this in the fact that almost 5 million 200 thousand tourists visited our country in 2022. But this indicator shows that, despite the high tourism potential of our country, tourism opportunities are still not fully utilized, and there are

problems and shortcomings in the field that are waiting to be solved. In order to further develop this industry, our government has developed special strategies and programs, according to which it is planned to increase the number of tourists to ten million in the near future.[3]

Uzbekistan ranks first in Central Asia in terms of its tourism potential, and is among the 10-15 countries of the world. The Republic of Uzbekistan participated in the "world tourism fair" and "world travel market" held in Great Britain several times, representatives of the national company "Uzbekturizm", many companies and hotels participated in the tourism fairs held in Frankfurt, Germany. In 1994, the international seminar "Silk Road - the Way of Communication" was held in Uzbekistan, and representatives of about 20 countries took part in it. Of course, cooperation with the European Union and its member countries in the development of tourism, which is an important direction of the economy, and the use of the gained experience, play an important role in making our country a worthy place among the developed countries of the world.[4]

Establishing cooperation in this direction with the Republic of Italy, which has great opportunities and potential in the field of tourism, especially among European countries, will be a great contribution to the development of tourism in our country.

Ancient Italy, that is, Rome, is also known to the world as one of the centers of human civilization. Since ancient times, Rome has had a cultural impact on neighboring and distant countries with its unique memorization, classical literature, and art. Today's Europe is built on the foundation of this Roman civilization. Based on this, we can say that Italy has preserved its ancient architecture and urban planning culture until now, presented it to all mankind, and is still contributing to the development of cultural relations. Of course, this direction has a significant share in the Italian economy, allowing for the development of tourism.

The fact that Samarkand, the most ancient and beautiful city of Central Asia, was named the Eastern Rome has a symbolic meaning. Because two large cities can easily compete in terms of antiquity and contribution to world civilization. In some places, they complement each other. Historical sources confirm that the relations between ancient Marocand, i.e. Samarkand, and the Roman cities date back to ancient times, when caravans traveled along the Great Silk Road. Therefore, the establishment and development of cooperation in the field of tourism, which is currently considered an important sector of the world economy, is equally beneficial for both countries. According to the accounting books of scientists, the ancient cities of Samarkand and Rome are among the fifty cities most visited and visited by tourists in the world. This alone leaves no doubt that cooperation in this direction is independent. In recent years, the President of Uzbekistan Shavkat Mirziyoyev paid special attention to the development of the tourism sector and made many decrees and decisions. A new law has been created and attention is paid to the development of this field at the state level.

In recent years, relations between Uzbekistan and Italy have been established in various fields of tourism. We can see the opposite of this in the example of a scientific seminar organized in the summer of 2018 at the Italian University of Bologna on the topic "Archaeology and tourism - cooperation between Uzbekistan and Italy". In this scientific-practical seminar, the results of archaeological research carried out by Uzbek-Italian scientists in cooperation in the Samarkand region were presented, and information was given about the practical work carried out in the Kofirkala, Koytepa and Zarafshan oasis. Proposals for the development of historical tourism in new directions were made, and the need to develop tourism along these routes was also emphasized.[5]

At the same time, another important aspect of this seminar was the participation of Italian scientists who directly participated in archaeological research, including Professor M. Tozi of the University of Bologna, Professor B. Genitolar, an Orientalist scientist of the University of Naples, who spoke about the

research conducted in Uzbekistan and their scientific significance. expressed their thoughts. Therefore, it is a very positive situation that the relations in this direction are carried out in parallel with scientific research.

Conveniences, tax benefits, healthy competition and business environment for foreign investors in our country are important factors. A survey of tourists coming to our country shows that Bukhara (35%), Samarkand (22%), Khiva (20%), Nukus and Termiz (9%), Tashkent (4%) and others (10%) were interested. The influence of Uzbekistan in the world tourist market is increasing. An example of this can be seen when he participated in the international tourism festival in the Turkish city of Cappadocia on April 15-22, 2008. Representatives of about a hundred tourism firms and companies from about twenty countries, including Uzbekistan, took part in it.[6]

The international tourism festival held in Cappadocia further expanded the opportunities to demonstrate the great potential of our country in terms of tourism, to introduce the world public to the possibilities of the tourism industry of our country, and to strengthen cooperation with foreign tourism companies. Ibrahim Yazar, the representative of the Ministry of Culture and Tourism of Turkey, also recognized that the influence of Uzbekistan, which has a centuries-old history, unique culture and traditions, is increasing in the world tourism market.

The Tourism Committee of Uzbekistan and several tourism companies operating in our country participated in the international tourism fair held in Berlin, the capital of Germany, in March 2019. The Uzbek tourist companies that participated in this fair concluded contracts with, a number of tourist companies of many European countries, including Italy, and agreed to raise relations in this direction to a new level.

The world-famous "Internationality SOS" and "Control Risks" companies announced the names of the safest countries in the world for tourists in 2019. According to him, Uzbekistan was recognized as the safest country in Central Asia. At present, the share of world tourism in the world gross domestic product has

reached 10%, in the export of services 30%, in the volume of trade has reached 6%, and the fact that 8% of the able-bodied population works in this field is a clear proof of this.[7]

Statistical data confirm that the flow of tourists in Uzbekistan has increased several times compared to previous years. We can see this in the fact that the number of foreign tourists arriving in Uzbekistan in 2023 has reached almost seven million. Of course, the introduction of visa-free procedures for citizens of foreign countries by the government of Uzbekistan has a positive effect on this.

In conclusion, it can be said that France, Italy, Spain, Turkey, China, Japan, Greece, Egypt, and Indonesia among the countries of the world are benefiting billions due to tourism. Therefore, in our country, it is necessary to bring this field to their level by developing relations with developed countries, to introduce a service system at the level of modern requirements. After all, reforms in this field are a great opportunity to spread the country's prosperity while creating thousands of jobs.

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